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 **Dynamic Search:** Market Research Information

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<input type="radio"/>	S1 (MARKETING OR ADVERTISING) AND (STATISTIC (S) EFFECTIVENESS)	All subject words	89
<input type="radio"/>	S2 PAST OR HISTORICAL	All subject words	45
<input type="radio"/>	S3 PAST OR HISTORICAL) (S	All subject words	5
<input type="radio"/>	S4 S) EFFECTIVENESS (S) STATISTIC (S	All subject words	1
<input checked="" type="radio"/>	S5 "JAMES POAGE" OR "CHRISTIAN VALENTINE" OR "DAVID HOBT" OR "VICTOR NILSON"	All subject words	0

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 **Database List**

*#12*

## Database Name

## Database Name

- Business & Industry(TM) (File 9) ⓘ
- ABI/INFORM® (File 15) ⓘ
- Gale Group PROMT® (1990 - present) (File 16) ⓘ
- Gale Group F&S Index(TM) (File 18) ⓘ
- Dialog Global Reporter (File 20) ⓘ
- TableBase(TM) (File 93) ⓘ
- UBM Industry News(TM) (File 112) ⓘ
- Gale Group Trade & Industry Database(TM) (File 148) ⓘ
- Gale Group PROMT® (1972-1989) (File 160) ⓘ
- Industry Trends and Analysis (File 192) ⓘ
- Specialty Chemicals Update Program (SCUP) (File 360) ⓘ
- Delphes European Business (File 481) ⓘ
- Periodical Abstracts PlusText(TM) (File 484) ⓘ
- ACNielsen Market Statistics/Canada (File 503) ⓘ
- Investext® (File 545) ⓘ
- Wilson Business Abstracts Full Text (File 553) ⓘ
- Key Note Market Research (File 563) ⓘ
- Decision Resources Pharmaceutical Industry Reports (File 569) ⓘ
- Gale Group Marketing & Advertising Reference Service® (File 570) ⓘ
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- Knight Ridder/Tribune Business News (File 608) ⓘ
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- The McGraw-Hill Companies Publications Online (File 624) ⓘ
- Business Dateline® (File 635) ⓘ
- DIALOG Telecommunications Newsletters (File 696) ⓘ
- Investext® PDF Index (File 745) ⓘ

**Display Sets****Search History**

Database Details

Set	Term Searched	Items	
S1	(MARKETING OR ADVERTISING) (S) EFFECTIVENESS (S) STATISTIC (S) (PAST OR HISTORICAL)	1	<a href="#">Display</a>
S2	(MARKETING OR ADVERTISING) AND (EFFECTIVENESS (S) STATISTIC (S) (PAST OR HISTORICAL))	3	<a href="#">Display</a>

Format

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Number of Records

10

Show Database Details for:

15: ABI/INFORM®

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**Dialog Response**

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File 810:Business Wire 1986-1999/Feb 28  
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